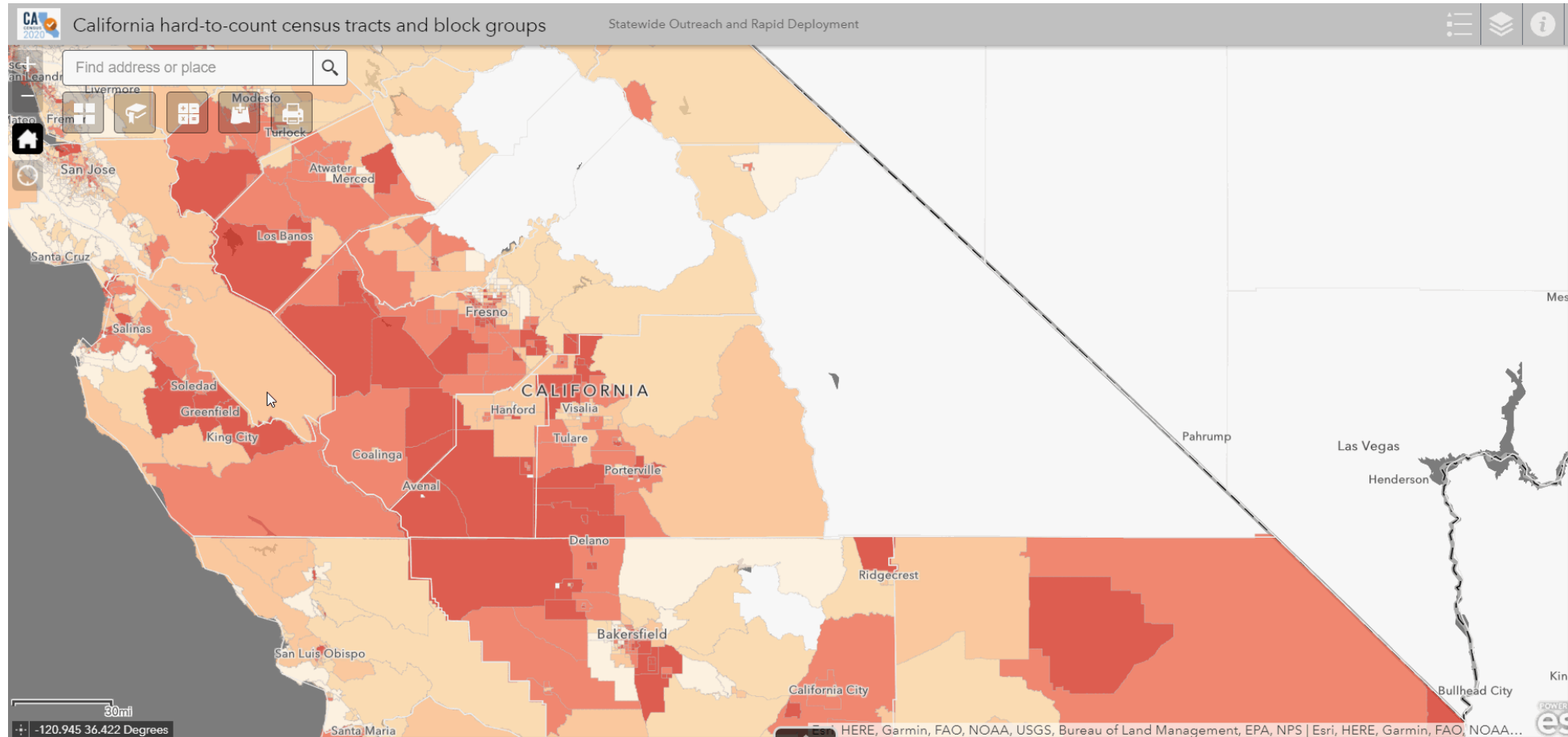# Statewide Outreach & Rapid Deployment (SwORD)

- Planning: High-quality datasets available to partners

- Collaboration: Enable users to work together on outreach

- Accountability: Analysis and insight to guide decision-making

- Rapid response: Near real-time data from partners, U.S. Census Bureau

Engaging partners

- Meeting users where they are.

- User buy-in, understand importance of generating quality data

- Training: How-to videos, share best practices, training guides.

- Keep it simple
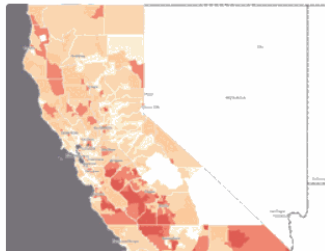
Hard-to-count map on census.ca.gov

SwORD first iteration

- Local Complete Count committees, leading statewide organizations
- "Key performance indicator" maps on specific variables, i.e. broadband subscription rates
- Users can see HTC and other layers together
- Simple and more comple"Simple and focused mapping option along with ArcGIS Online
- Can be combined with other datasets from Living Atlas
- Generate feedback for future iterations in 2019

Upcoming advances

- Community-based organizations, more local complete count committees

- Database of partners, attributes, trusted messengers, trusted media

- Third-party data integration

- Reporting metrics, measuring success

- Meeting users' needs

CA CENSUS 2020

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Welcome to

SwORD

Statewide Outreach and Rapid Deployment

Discover SwORD

The mapping & engagement platform for all CCC stakeholders

SwORD provides data, maps, applications, and collaboration tools designed for statewide outreach and deployment efforts. In these early stages, SwORD is providing planning and analysis capabilities to trusted CCC stakeholders through a single unified portal experience. As we get